

Fisher Radio in Missoula, Montana is committed to providing local programming to the communities we serve. The following are examples of how our six stations in Missoula serve the local community with local programming.

News: All four of our FM stations, KGGL, KZOQ, KXDR, and KBQQ broadcast a minimum of six local newscasts per day between 6AM and 7PM. These newscasts feature stories from not only Missoula but the state of Montana as well. All six of our station's websites provide an update of Montana news, and links to more information on each of the latest stories.

Local Public Affairs: Fisher stations in Missoula produce and broadcast a public interest program called "Pulse of Western Montana". We produce a minimum of five of these programs each quarter. They include such topics as winter driving safety - Holiday home fire safety - Non Alcoholic New Years Eve Celebrations - Urban Bear problems due to lack of natural food - Building Affordable Housing in Missoula, and more. Each of these topics features five 2:00 minute segments, and is broadcast on the same Sunday on all six of our stations.

Emergency Programming: In the event of a local or national emergency, Fisher Stations in Missoula will convert to long-form information programming on all six of our stations. In cooperation with national networks, we are able to provide national news updates, as well as locally produced information from one central location. This information can be simulcast on all six of our stations at one time - thus allowing our entire staff to focus on gathering the information and presenting it to the listeners of all six of our stations. Such was the case with 9/11. All six of our stations participate in the AMBER alert program, and KGGL is the Local Primary station for EAS.

Political Programming: During the current political season, as well as previous political years, Fisher Radio has provided qualified candidates with free air time under a program called "Straight Talk". This year, 12 candidates for state political office took advantage of these free :60 second blocks of time on all six of our stations to tell their story. Each candidate received 10 of these :60 second blocks in the week leading up to the election.

Community Responsive Programming: One example of how Fisher Radio, Missoula has reacted to serious situations in the past occurred during the forest fires of 2000. In that year, Western Montana lost over 1 million acres of timber to forest fires. Many people in the Bitterroot Valley of Western Montana were forced from their homes due to the fires. As a result, there were many people who lost their winter food supply of beef and wild game that they had ready in freezers. In cooperation with the Salvation Army, Fisher Radio conducted a "Cattle Drive" on all of our Missoula stations to gather food and money for those people in the Bitterroot Valley that needed food for the winter. The result was over \$45,000 in cash, and 20 donated head of beef cattle were made available as relief through the Salvation Army. This is but one example of how Fisher Radio reacts to local emergencies to help our communities.

Community Activities: Fisher Radio in Missoula sponsors and supports a number of local, annual events in the community. These include:

Bike For Shelter - fundraiser for the Watson Children's Center.

Out To Lunch - Lunch and entertainment every Wednesday throughout the summer in downtown Missoula - a Missoula Downtown Association Event.

YMCA 3 on 3 Tournament - Fisher Radio sponsors this annual fund raising event for the YMCA - over 1,500 people participate in the three day event.

YMCA River Bank Run - Fisher Radio is the official "Starter" of Montana's biggest fund raising run.

First Night Missoula - Fisher Radio is the exclusive media sponsor of this non-alcoholic New Years Eve Celebration.

Annual Food Drive - We conduct a food drive every November to benefit the Missoula Food Bank and other local organizations including Head Start.

Blue Mountain Women's Run - Fisher Radio is the exclusive sponsor of this annual fund-raising event.

Grizzly Dip - Fund Raiser for Montana Special Olympics where people jump into a swimming pool in February to raise money for Special Olympics. These are a few examples of the kinds of events that Fisher Radio promotes and sponsors in our community each year. In addition, we are ready to respond to local situations that need the help of the community.

In Missoula, Montana Fisher Radio's six stations are involved. Our staff serves on a number of organization boards, including the Missoula Food Bank, the Blue Mountain Women's Clinic, the Passport Program, and many others.

This report is submitted by Chad Parrish, General Manager of Fisher Radio, Missoula.